

# CONTRACT

**NBC** WVIT  
**CONNECTICUT HD** 1422 New Britain Ave  
 West Hartford, CT 06110  
 (860) 521-3030

www.nbcconnecticut.com

And:

**MENTZER MEDIA**  
**DO NOT MAIL**  
**600 FAIRMOUNT AVENUE**  
**SUITE 306**  
**TOWSON, MD 21286**

<u>Contract / Revision</u>		<u>Alt Order #</u>
331739 / 2		
<u>Product</u>		
<b>SENATE 2012</b>		
<u>Contract Dates</u>	<u>Estimate #</u>	
08/28/12 - 09/03/12	1276	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
LINDA MCMAHON FOR SENATE	08/23/12 / 08/31/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WVIT	Corey Lane	Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u>		
RA35+		
		<u>Total Ratings</u>
		188.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
1021		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
42748	20828	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
								Week					
1	WVIT	08/28/12	09/02/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	4	\$1,800.00
	ALL SPOTS ON ORDER - IMMEDIATE PREEMPTIBLE CLASS OF TIME												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>	<u>Rating</u>			
Week:	08/27/12	09/02/12	- 1111--	4					\$450.00	3.00			
2	WVIT	08/28/12	09/02/12	7-9A TODAY SHOW	7A-9A		:30				NM	4	\$2,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>	<u>Rating</u>			
Week:	08/27/12	09/02/12	- 1111--	4					\$500.00	3.00			
3	WVIT	08/28/12	09/02/12	5-6P CT NEWS @ 5PM	5P-6P		:30				NM	6	\$4,500.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>	<u>Rating</u>			
Week:	08/27/12	09/02/12	- 1212--	6					\$750.00	3.00			
4	WVIT	08/28/12	09/02/12	6-630P M-F CT NEWS @ 6	6P-630P		:30				NM	2	\$1,900.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>	<u>Rating</u>			
Week:	08/27/12	09/02/12	- 1- - 1--	2					\$950.00	3.00			
5	WVIT	08/28/12	09/02/12	630-7P NIGHTLY NEWS	630-7P		:30				NM	2	\$2,800.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>	<u>Rating</u>			
Week:	08/27/12	09/02/12	- 1- - 1--	2					\$1,400.00	5.00			
6	WVIT	08/28/12	09/02/12	7-730P EXTRA	7P-730P		:30				NM	4	\$1,600.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>	<u>Rating</u>			
Week:	08/27/12	09/02/12	- 1111--	4					\$400.00	3.00			
7	WVIT	08/28/12	09/02/12	730-8P ACCESS HOLLYWOOD	730P-8P		:30				NM	4	\$1,600.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>	<u>Rating</u>			
Week:	08/27/12	09/02/12	- 1111--	4					\$400.00	3.00			
8	WVIT	08/28/12	09/02/12	1135-1235A TONIGHT SHOW	1135P-1235A		:30				NM	6	\$1,500.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>	<u>Rating</u>			
Week:	08/27/12	09/02/12	- 2112--	6					\$250.00	2.00			
9	WVIT	08/28/12	09/02/12	11-1135P LATE NEWS	11P-1135P		:30				NM	4	\$4,000.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



www.nbcconnecticut.com

Contract / Revision	Alt Order #
331739 / 2	

Contract Dates	Product	Estimate #
08/28/12 - 09/03/12	SENATE 2012	1276

Advertiser	Original Date / Revision
LINDA MCMAHON FOR S	08/23/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		09/02/12		- 1 - 11		4		\$1,000.00		4.00			
10 WVIT 08/28/12 09/02/12 REPUBLICAN CONVENTION 10P-11P								:30				NM	
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		09/02/12		- 222 - - -		6		\$2,500.00		4.00			
<u>Spot</u>		<u>Ch</u>		<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>	
1 WVIT 08/27/12-09/02/12 REPUBLICAN CONVENTION 10P-11P								- TuWTh- - - -		:30		\$2,500.00	
See MG 10.7								4.00		NM			
DNA-NEWS SPL REPORT													
4 WVIT 08/27/12-09/02/12 REPUBLICAN CONVENTION 10P-11P								- TuWTh- - - -		:30		\$2,500.00	
See MG 10.8								4.00		NM			
DNA-NEWS SPL REPORT													
6 WVIT 08/27/12-09/02/12 REPUBLICAN CONVENTION 10P-11P								- TuWTh- - - -		:30		\$2,500.00	
See MG 10.9,10.10,10.11,10.12,10.13,10.14								4.00		NM			
DNA-NEWS SPL REPORT													
8 WVIT 08/27/12-09/02/12 REPUBLICAN CONVENTION 10P-11P								--- Th- - - -		:30		\$2,500.00	
M MG for 10.4 08/29								4.00		NM			
9 WVIT 08/27/12-09/02/12 GOLF DEUTCHE BANK CH/3P-6P								--- St - - - -		:30		\$450.00	
M MG for 10.7,19.1,10.6								1.00		NM			
10 WVIT 08/27/12-09/02/12 GOLF DEUTCHE BANK CH/3P-6P								--- St - - - -		:30		\$450.00	
M MG for 10.7,19.1,10.6								1.00		NM			
11 WVIT 09/03/12-09/03/12 GOLF DEUTCHE BANK CH/130P-6P								M - - - - -		:30		\$450.00	
M MG for 10.7,19.1,10.6								1.00		NM			
12 WVIT 08/27/12-09/02/12 SU 8-10P AMERICA'S GOT 18-10P								--- St - - - -		:30		\$1,600.00	
M MG for 10.7,19.1,10.6								3.00		NM			
13 WVIT 08/27/12-09/02/12 SU 8-10P AMERICA'S GOT 18-10P								--- St - - - -		:30		\$1,600.00	
M MG for 10.7,19.1,10.6								3.00		NM			
14 WVIT 08/28/12 09/02/12 7-8P DATELINE NBC								7P-8P		--- St - - - -		:30	
M MG for 10.7,19.1,10.6								2.00		NM			
15 WVIT 08/28/12 09/02/12 6P-630P CT NEWS SAT @ 66P-630P								6P-630P CT NEWS SUN @ 6P-630P		:30		NM	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating			
Week: 08/27/12		09/02/12		----- F --		2		\$1,200.00		2.00			
11 WVIT 08/28/12 09/02/12 F9-10P GRIMM								9-10P		:30		NM	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating			
Week: 08/27/12		09/02/12		---- F --		1		\$1,500.00		2.00			
12 WVIT 08/28/12 09/02/12 10-11P DATELINE NBC								10P-11P		:30		NM	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating			
Week: 08/27/12		09/02/12		---- S -		2		\$300.00		3.00			
13 WVIT 08/28/12 09/02/12 7-9A SATURDAY TODAY								7A-9A		:30		NM	
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating			
Week: 08/27/12		09/02/12		---- S -		1		\$400.00		5.00			
14 WVIT 08/28/12 09/02/12 6P-630P CT NEWS SAT @ 66P-630P								:30		NM			
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating			
Week: 08/27/12		09/02/12		---- S -		1		\$400.00		5.00			
15 WVIT 08/28/12 09/02/12 6P-630P CT NEWS SUN @ 6P-630P								:30		NM			
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating			
Week: 08/27/12		09/02/12		----- S -		1		\$400.00		5.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC &amp; TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



www.nbcconnecticut.com

Contract / Revision	Alt Order #
331739 / 2	

Contract Dates	Product	Estimate #
08/28/12 - 09/03/12	SENATE 2012	1276

Advertiser	Original Date / Revision
LINDA MCMAHON FOR S	08/23/12 / 08/31/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount											
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>														
Week: 08/27/12		09/02/12		-----S		1		\$400.00		5.00														
16	WVT	08/28/12	09/02/12	7-8A CT NEWS TODAY	7A-8A		:30					NM	2	\$450.00										
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>														
Week: 08/27/12		09/02/12		-----S		2		\$225.00		2.00														
17	WVT	09/03/12	09/03/12	6-7A CT NEWS TODAY	6A-7A		:30					NM	1	\$450.00										
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>														
Week: 09/03/12		09/09/12		M-----		1		\$450.00		3.00														
18	WVT	09/03/12	09/03/12	7-9A TODAY SHOW	7A-9A		:30					NM	1	\$500.00										
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>														
Week: 09/03/12		09/09/12		M-----		1		\$500.00		3.00														
19	WVT	09/03/12	09/03/12	5-6P CT NEWS @ 5PM	5P-6P		:30					NM	0	\$0.00										
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>														
Week: 09/03/12		09/09/12		M-----		1		\$750.00		3.00														
<u>Spot</u>		<u>Ch</u>		<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>												
1		WVT		09/03/12-09/09/12		5-6P CT NEWS @ 5PM		5P-6P		M-----		:30												
See MG 10.9, 10.10, 10.11, 10.12, 10.13, 10.14																								
NA-PGM NOT SCHEDULED																								
20	WVT	09/03/12	09/03/12	630-7P NIGHTLY NEWS	630-7P		:30					NM	1	\$1,400.00										
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>														
Week: 09/03/12		09/09/12		M-----		1		\$1,400.00		5.00														
21	WVT	09/03/12	09/03/12	7-730P EXTRA	7P-730P		:30					NM	1	\$400.00										
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>														
Week: 09/03/12		09/09/12		M-----		1		\$400.00		3.00														
22	WVT	09/03/12	09/03/12	730-8P ACCESS HOLLYWOOD	730P-8P		:30					NM	1	\$400.00										
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>														
Week: 09/03/12		09/09/12		M-----		1		\$400.00		3.00														
23	WVT	09/03/12	09/03/12	1135-1235A TONIGHT SHOW	1135P-1235A		:30					NM	2	\$500.00										
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>														
Week: 09/03/12		09/09/12		M-----		2		\$250.00		2.00														
24	WVT	09/03/12	09/03/12	11-1135P LATE NEWS	11P-1135P		:30					NM	1	\$1,000.00										
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>														
Week: 09/03/12		09/09/12		M-----		1		\$1,000.00		4.00														

Totals 188.00 63 \$47,850.00

Time Period	# of Spots	Gross Amount	Net Amount
-------------	------------	--------------	------------

08/27/12 -09/03/12 63 \$47,850.00 \$40,672.50

Totals 63 \$47,850.00 \$40,672.50

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)  
FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.